

Alameda County Imperial Empire



* Emperor J *

* Empress J *





WELCOME!

It is with great pride and pleasure that we welcome you here tonight for Alameda County's first Emperor and Empress Coronation.

*We are honored to have been selected your Chairpersons for **Coronation 79'**. It is with many thanks to our "family", which includes all persons involved in or are a part of the gay community of Alameda County for without your support and cooperation we would not have been able to do it.*

We hope your evening is a pleasant one for this was our primary objective after the selection of the new Monarchs.

We wanted your evening to be an entertaining one, and also provide an opportunity for you to dance and socialize with your friends and fellow dignitaries.

We are proud of our "family" here and it is with much joy that we join you in becoming a part of the family of the greater West Coast Empire.

May you all have a good time. Relax, enjoy, and join in, for. . .

"WE ARE FAMILY"

With sincere love and thanks to all,

MICHAEL SANCHEZ
Co-Chairperson
Coronation 79'

FAT FAIRY
Co-Chairperson
Coronation 79'

PROGRAM

7:00 p.m. * Doors Open

7:30 p.m. * Overture

Entertainment and Candidates Presentation

**** Dance Break ****

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**** Dance Break ****

Entertainment and Candidates Presentation

**** Dance Break ****

Presentation of Board of Directors

Crowning of New Monarchs

Out-of-Town Court Presentations

First Walk

**** Dance ****

**San Francisco's
Ultimate Masquerade**

**Saturday 27 October
Civic Auditorium
8pm til Midnight
Doors open at 7pm**

San Francisco Tavern Guild Presents
Michelle, MC
Jon Sims, directing
A Musical Extravaganza
featuring the
San Francisco Gay Men's Chorus
and the
San Francisco Gay Freedom Day
Marching Band and Twirling Corps

\$5000 in Prizes for
Singles, Couples and Groups
in Theme Competition
General Admission, upper level, \$5
Main Floor, reserved, \$10, 15, 20, 25
Tickets available at Tavern Guild Bars
and all BASS ticket outlets
BASS charge by phone: 835-4342

1979 BEAUX ARTS BALL

**Only in
San Francisco**

PAST PRESENT FUTURE

CONGRATULATIONS
to the
ALAMEDA COUNTY
IMPERIAL EMPIRE
from



Believing in the principle that all persons are created equal, thus entitled to equal rights under the Constitution of the United States of America, the purpose of this Organization shall be to promote, protect, and preserve human rights for all.

COME JOIN US



*- EVERY SUNDAY -
AFTERNOON
Sing-A-Long with
MAMA AND RAY'S PLAYER*

PIANO
BIG MAMA'S

22615 MISSION BLVD.
HAYWARD, CALIF. 94541
881-9310

CONGRATULATIONS
ALAMEDA COUNTY

CARLOS AND CHUCK
OF LAKE MERRITT HOTEL REST.

PRESENT A
TOAST TO

A.C.I.E.'S

1

EMPEROR
AND
EMPRESS



The World Famous
TURF CLUB

**SERVING THE GAY COMMUNITY FOR
20 YEARS**

**CONGRATULATES
ALL CANDIDATES**

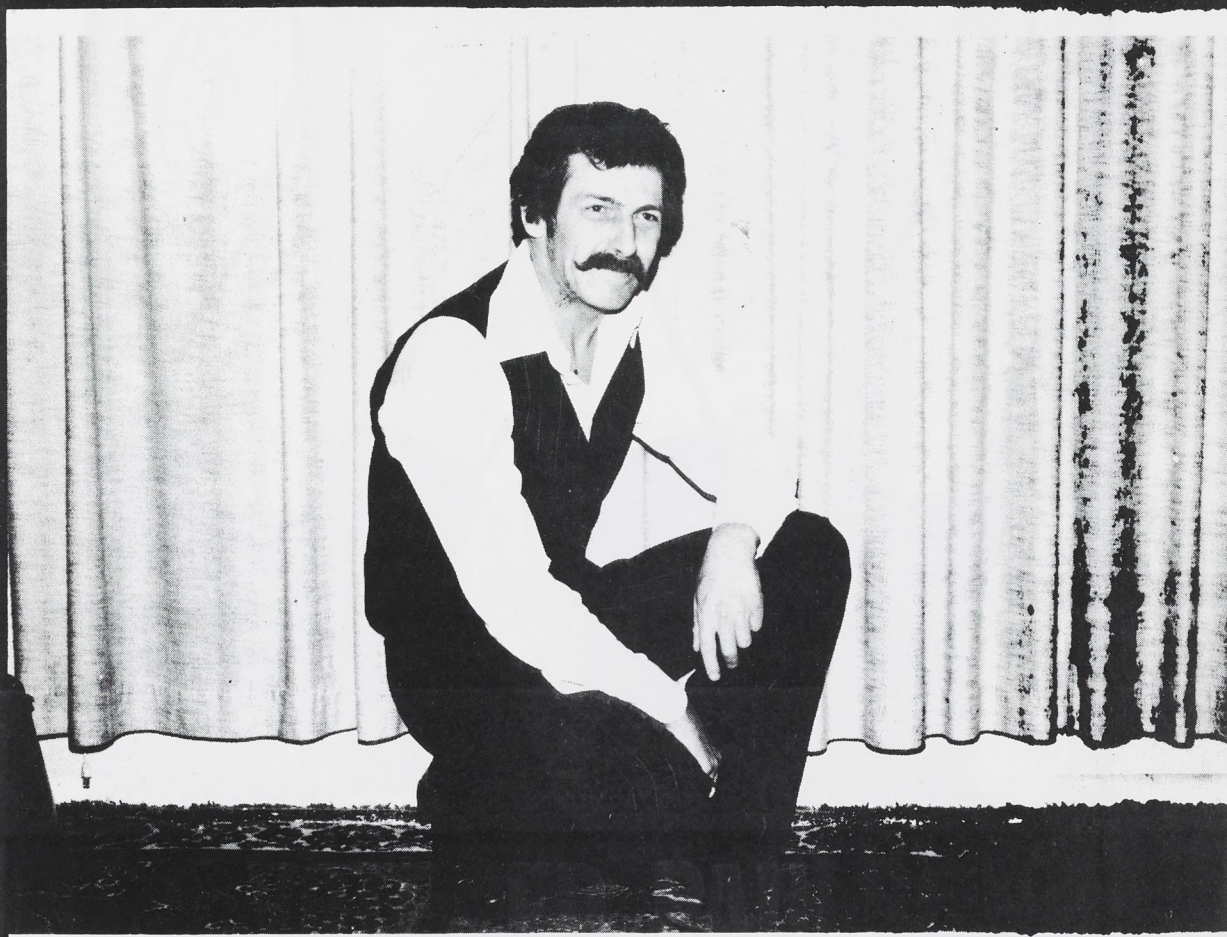


**Best Wishes For A Successful Reign
To The New Emperor & Empress**



**22517 MISSION BLVD.
HAYWARD**

VOTE ED PAULSON
CANDIDATE FOR EMPEROR I
ALAMEDA COUNTY
IMPERIAL EMPIRE



My Thanks To
Everyone That Supported Me

LANCERS



3255 LakeShore Ave
OAKLAND

DISCO 9:00 - 1:30AM

IF YOU BELIEVE

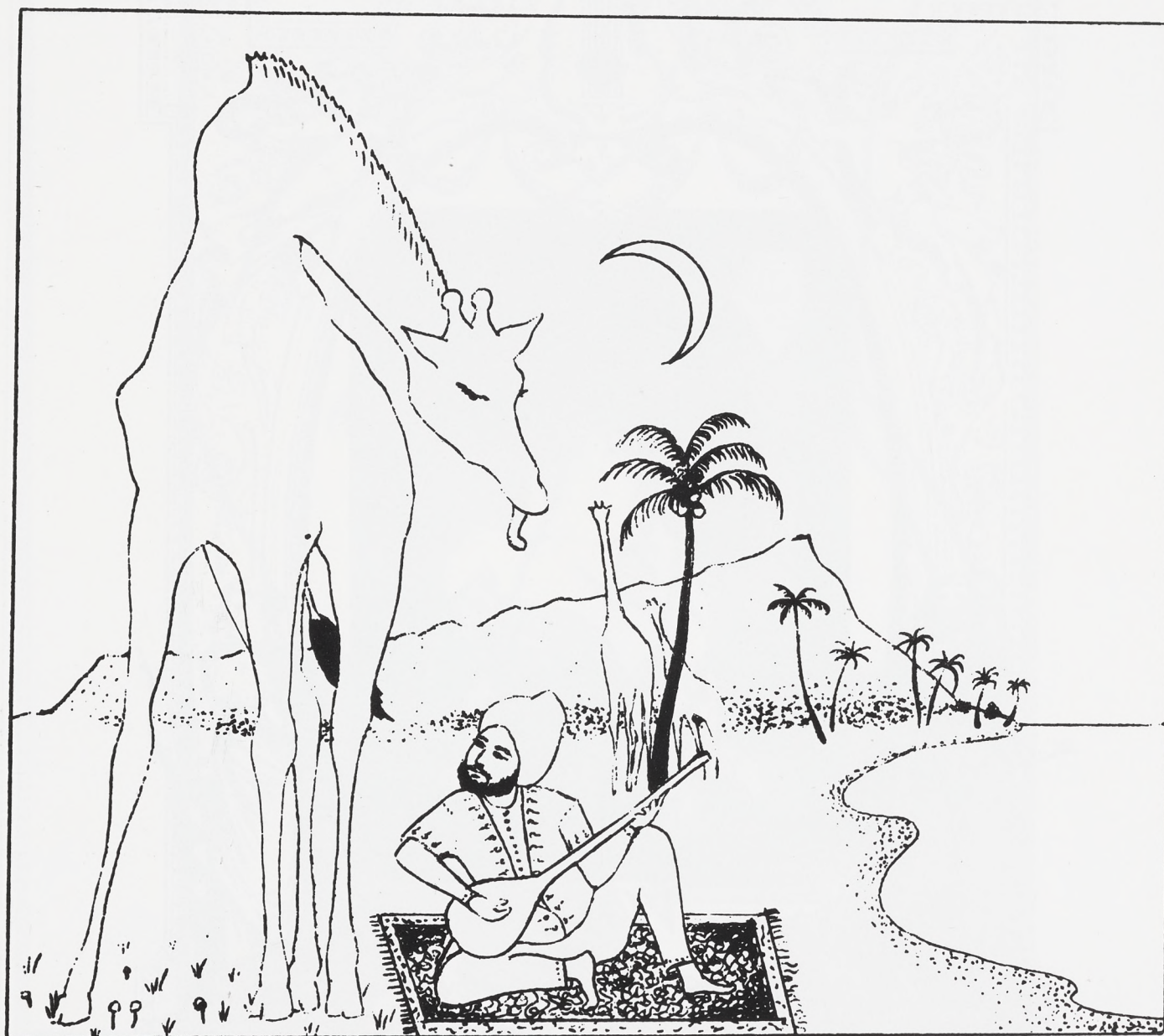


VOTE

Suzie

EMPRESS I A.C.I.E.

the BANK



264 Fourteenth St.
Oakland
TEmplebar 2-0558

CONGRATULATIONS...
Alameda County, on your first
Coronation



ELAINE W. WALLACE

ATTORNEY AND COUNSELOR-AT-LAW

123 SEVENTEENTH STREET, SUITE 102
OKLAND, CALIFORNIA 94612

(415) 444-1828

The four-tunate choice

...when you're out on the town.



ENJOY OUR CONTINENTAL MENU

in a very San Francisco atmosphere. You'll enjoy the *P.S. because it's a great place to begin that special evening—or to end one at our bar. Lunch is served during the week featuring delicious salads, sandwiches and a wide selection of Mexican entrees from the Casa de Cristal. We've got a great Sunday Brunch that's served from 11 AM. So join us for that special time when you want outstanding dining in a relaxing atmosphere.

1121 Polk Street—441-7798

CASA de CRISTAL



VIVA LA TMALE!

Enjoy a spicy evening at the Casa de Cristal. It's the finest restaurant in town for Mexican specialties. The chef, Daniell Casteñeda offers his own style and flair to make the "Casa" a unique dining spot. The atmosphere is definitely South-of-the-Border, the Salsa is definitely hot, and the Margaritas are definitely the best! Caramba!

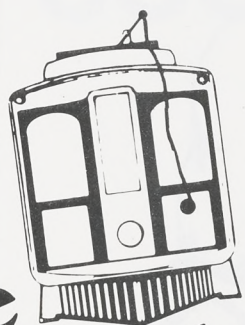
1122 Post Street—441-7838

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WE'VE
BREAKF

No matte
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cruisin

Chur



The Church Street Station

WE'VE GOT THE GREAT BREAKFAST DOWN!

No matter what the time—day or night, we go around the clock pleasing the hefty appetite with a great menu and 24 hour breakfasts, even days a week! If you want more, you'll have to try the "Hide-Away"—The "Station's" watering hole for cruisin' and cocktails.

Church at Market Street



THE MINT—IT'S STILL EVERYONE'S FAVORITE!

Offering a wide selection of dinner entrees and an excellent wine list, The Mint is still an established San Francisco favorite. Join in on the good times from 12 noon every day. Don't miss Chris Ayres at our piano bar from 9:30 PM. He'll pick up your spirits! So, come for dinner, come for drinks, come for that always special, 'Great Mint Time.'

1942 Market Street—626-4726

**Put all four
on your 'Hit List!'**

CONGRATULATIONS

★★★★★ TO ALL A.C.I.E. ★★★★★

★ ★ ★ CANDIDATES ★ ★ ★

Much success to
our New Emperor
and Empress I.
Many thanks to all the
hard working
people involved
in the C. and B.
committee,
Privy Council,
also to all
dedicated people
involved behind
the scenes with
the mechanics
and technical
know-how that
helped to put this
Fantastic Coronation
together.

Fred Conella



LAKE LOUNGE

1591 madison, oakland
893-9454 10:30~2:AM.

THANK YOU,
for all of your support!!
GOOD LUCK TO ALL A.C.I.E.
CANDIDATES - -



LOVE YOU,

Lady Cha-Cha





CONGRATULATIONS

**TO A.C.I.E.'s FIRST
EMPEROR & EMPRESS**

FROM:

RALPH, PETE, JOHN, RICK, BOB, BILL,
VIC, TIM, BURNY, IVAN, SAM, JERRY, JOHN

REVOL

"THERE'S A 'THERE' HERE"

**A RESTAURANT - A BAR
A LOT MORE BY FAR!**

**3994 TELEGRAPH AVENUE
OAKLAND, CALIFORNIA 94609**

652-7144

AFTER THE BALL... *Spend
the
Night*



2544 - 73rd Ave.
Oakland, Ca. 94605
(415) 638-9767

73rd Ave
Pool Club
& Baths

CONGRATULATIONS
ALAMEDA COUNTY

QUEEN
MOTHER V
GRETA



GRETA GRASS

*IT'S
ABOUT
TIME!*

EARNEST WINGO

General Manager



(707) 545-8530
4th and Farmer's Lane
Santa Rosa, Ca. 95405



**THE STALLION
SAN FRANCISCO**

**Your Hosts
Mike & Rod**

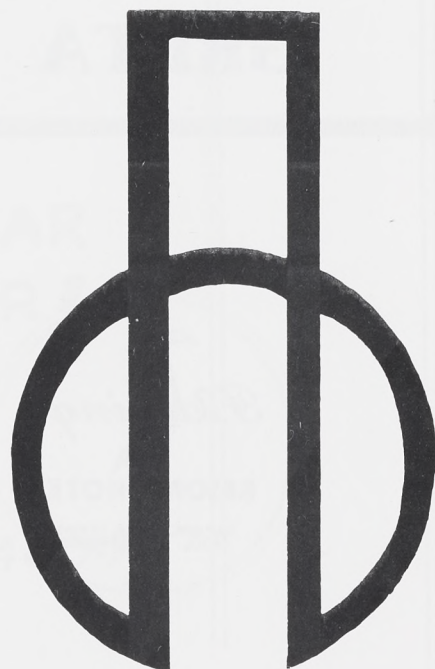
**Home of The
Happy Stallion**

**Come Join Us
For Special
Watering
Prices
5~7 pm
Mon.~Fri.**

749 Polk Street - 775-2213

**THE
PENDULUM**

**Happy Hour
Mon.~Fri. 5~7pm**



**4146 - 18th Street
863-4441**

BEST WISHES TO THE NEW
EMPIRE ACROSS THE WATER
AND CONGRATULATIONS TO
THE NEW MONARCHS



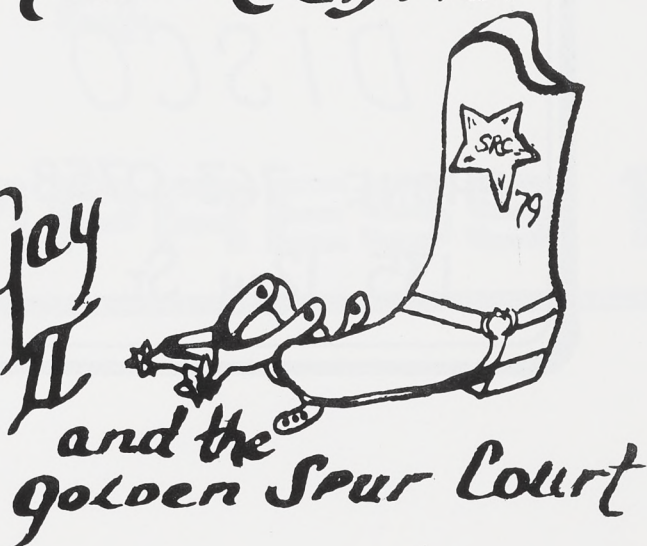
SAN FRANCISCO

Best Wishes
for an
Evening of Fun

The Imperial
Privy Council
de San Francisco

Congratulations
on the
Birth of the A.C.I.E.

STEVE,
Hayward Gay
Sheriff II



GRANDMA'S HOUSE

Grandma's House is really cookin'...

LUNCH

BRUNCH

DINNER

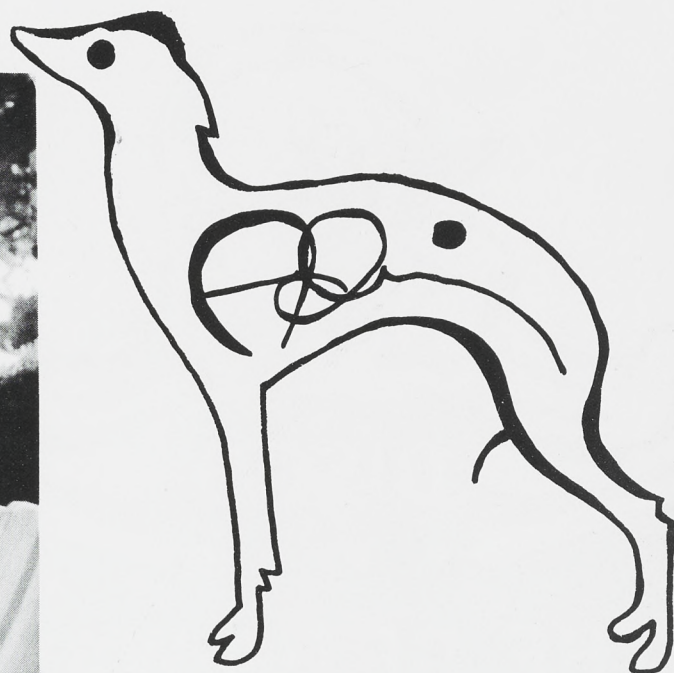
YOUR CHEF: RICHARD NOVAK

DISCO NIGHTLY

PHONE 763-0758 FOR RESERVATIONS

135 12TH St.

OAKLAND

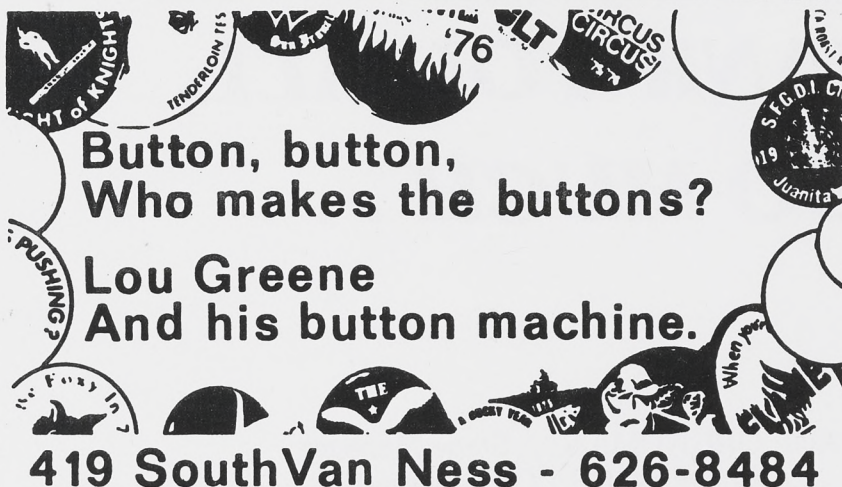


ADRIAN

4

EMPRESS 1^{A.C.I.E.}





**Button, button,
Who makes the buttons?**

**Lou Greene
And his button machine.**

419 South Van Ness - 626-8484

*Promotion
&
Buttons
Campaign*



1121 MARKET (between 7th & 8th)

Phone: VODKA-33

"NIGHT-TIME THRILLS"

Across From The United Nations Plaza
Gateway To The San Francisco Civic Center
BART and MUNI Stop At Our Door
We're Near The Civic Light Opera,
The Embassy and Strand Theatres
Ample Parking Nearby

**BEGIN AT 10AM
DAILY**

Cocktail Time Monday Thru Friday 5 pm to 7 pm
BEGIN AT 10 AM

DAILY

**CRUISE
IN THE ROUND**

ECONO-QUICK-PRINT
25100 MISSION BLVD.
HAYWARD CA 94544
537-5566

CONGRATULATIONS & BEST WISHES

From

The Staff at Econo Quick Print

Who Printed this program. We do all types of
printing. . . **Call (415) 537-5566** for a free
estimate.

It's been a pleasure to work with Frank Frommelt, Al Ruiz & Staff on the H.E.R.O. Newspaper - **"The Challenge"**.

We have also enjoyed working with **Mike Sanchez, and Fat Fairy** on this program - they deserve a great deal of appreciation. Only they will ever know how much hard work and effort was extended to this program, as well as the other portion of the great **"Coronation '79."**

We love the theme . . . **"We Are Family"**

So much TRUE meaning - especially to the Hayward people, organizations, and businesses.
Thank you for the opportunity to be of service, and again **BEST WISHES.** . .

Lane & Joe

THANK YOU ALL, SO MUCH . . .

PAUL GRUNDMAN — Stage Manager
ART DE BUHR - Decorations
GARY HACKETT - Publicity
MARK ADCOCK - Sound

For your help and support-

Board of Directors:

Jim Fries, Jean Waltjen, Fred Corella, Trisha Waltjen, Andre Prismitch, Stan Chapman.

Ken Pearson
Al Ruiz
Steve Childers
Vern Van Camp
Our Fantastic Entertainers
Lane & Joe - Econo Quick Print
Centennial Hall
All our bar owners in Alameda County

To all those people who worked on and supported this function whose name were not mentioned.

Special thanks to Bob Cramer, Emperor III, after Norton and Char - Empress XIII, of San Francisco.

A very special thanks to Jim Miller, for your patience and understanding on all those nights I had to spend away from you to put this all together. . .M.S.



CORONATION 79